MULTIMEDIA UNIVERSITY STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

BMR2024 – UNDERSTANDING CONSUMERS

(All sections / Groups)

2 June 2017
3.00pm-5.00pm
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages with 5 questions only (excluding this page).
2. Attempt **ALL** questions. The distribution of marks for each question is given.
3. Please write all your answers in the answer booklet.

Answer ALL Questions

QUESTION 1

i. Explain the three levels of consumers' decision making in problem solving.

(12 Marks)

ii. Identify and explain the type of decision making that the consumers will apply to purchase the following :

a) Massimo bread

b) Honda Civic Hybrid

c) Valentine's day chocolate for partner

d) Purchase Dell computer for the second time. (8 Marks)

(Total: 20 Marks)

QUESTION 2

You are a promotion manager who just received a report describing your potential target customers. Based on the report, your targeted customers have the following personalities:

(a) Low dogmatic consumers,
(b) High sensation seeking,
(d) A high need for cognition,
(b) Inner-directed consumers

Explain the promotional messages that you can use when you want to communicate with the targeted customers based on the above stated personalities.

(Total: 20 Marks)

QUESTION 3

Identify and explain with example the **Four (4)** strategies that consumers can adopt to cope with missing information in the communication process.

(Total: 20 Marks)

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QUESTION 4

Marketers believe that the age of parents and their disposable income are inferred from the family life cycle. Explain the different stages of traditional family life cycle that have become an important information to marketers. (Total: 20 Marks)

QUESTION 5

Social media is getting more important as an advertising tool in marketing. An effective advertising is the result of a careful and systematic planning. Discuss the Five (5) steps involved in deciding social media campaign to influence the consumer's decision making. (Total: 20 Marks)

End of Paper.